

Terence Gallagher
Lou Hammond & Associates
P: 212-891-0211
terryg@lhammond.com

Tai Freligh
NH Division of Travel & Tourism Development
P: 603-271-2665
tai.freligh@dred.state.nh.us

New Hampshire Tourism Retains Lou Hammond & Associates For National Public Relations Campaign

Concord, NH, June 20th, 2012 – The New Hampshire Division of Travel & Tourism Development has retained Lou Hammond & Associates (LH&A) to assist with implementing its national and regional public relations campaign.

The award-winning agency is widely considered to be America's destination public relations leader. LH&A's mission will be to assist the Division and its tourism partners in promoting New Hampshire as a year-round getaway destination, highlighting such assets as a rich arts and cultural heritage scene, world-class dining, shopping and antiquing, as well as the best of outdoor adventure. The agency will be targeting media on a national basis, as well as in key geographic markets such as the Northeast and Canada.

"New Hampshire is truly a treasure trove of distinctive vacation opportunities," said agency Chairman Lou Rena Hammond. "We know of very few places where travelers can get the depth and breadth of enriching experiences as in New Hampshire. The State presents a very high quality product and we plan to ensure it receives the recognition and attention it deserves."

"We are excited to have a talented agency that is so well-respected by the media," said Lori Harnois, Director of the Division of Travel & Tourism Development. "LH&A has an outstanding track record in the industry and we feel very confident that they will work well with both our own organization and with our statewide tourism partners to take New Hampshire's marketing efforts to the next level."

Lou Hammond & Associates is a mid-sized agency serving global lifestyle clients. Founded in 1984 by Lou Rena Hammond, it is independently owned and headquartered in New York, with full-service offices in Palm Beach and Charleston, S.C. Visit www.louhammond.com; www.twitter.com/louhammondpr; and www.facebook.com/louhammondpr.

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and

public relations, literature publication and distribution, www.visitnh.gov administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov.

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